Potential Options
for
Botany2020
Virtual Style!

What is Possible and the Challenges

- We have been exploring various venues for a Virtual Conference
- Time is short to find and implement a solution in 3 months:
  - There are various solutions coming to the market quickly, but no history.
  - We would need to select a solution, and complete contractual issues.
  - The technology would be new to everyone involved.
  - Potential firms know generic conferences, but not a Botany Conference.
  - Would need to "sell" the event to our membership.
  - We would need to configure the solution to our types of events.
  - Than we need to encourage everyone to register for the event.
    - We normally start that process February 1st!

How We Could Achieve Success

- We need to jump start the process and bridge our time gap.

- We need technical assistance to accelerate the process.

- We have an in-house advantage – Steve Bornhoeft, our normal technical expert at Botany conferences works for Bartha.

- Bartha is a national renown visual / audio production company.

- Bartha has partnered with Pathable, one of the national leaders in hosting virtual conferences. Bartha will be a regional enabler of this technology.

- By engaging Bartha for a virtual conference, we can bring together Botany Conference experience with a cutting edge virtual conference host.

- Will enable the best option to BSA to host a virtual conference in just 3 months from now!

Here is the Proposal for a Virtual Conference

Propose to have the live event online July 27 – August 1 to include:

- Special Lectures,
- Symposia,
- Colloquia
- Meet-ups and special meetings. (AJB, APPS, Board Meetings etc.)
- Birds of a feather sessions etc.
- Poster sessions
- Exhibitor opportunities

- A Master calendar view shows all the events during the conference.
- Each event would be a "session":
  - Session has an organizer, date & time.
  - Full description of the event.
  - Each session can show either a pre-recorded event or real-time viewing.
  - Participants can dial in via phone or video including Zoom.
  - Can view recorded information up to one year later.
  - Presenter can be available to chat when requested.
  - Chats are facilitated by Zoom and cell phone texting.
- Meetings would occur just like a "Session"
- Sorry, Conference Luncheons and Dinners not included ☹

Posters and Exhibitors

Exhibitors

- Numerous options available
- Can be a "sponsor" of the overall website where attendees can easily see their products

Poster Sessions

- Similar to the "session"
- Specific date & time
- Poster would be posted to the session description.
- Video and audio capabilities link poster presenter with session attendees.
- Includes chat capability.

Tentative Timeline – How to Make it Happen

- Abstract submission deadline – May 18
- Program Directors have sessions organized by June 15
- Import abstracts into Pathable by June 22
- Email to presenters with uploading presentation instructions June 22
- All pre-recorded presentations/posters to be up-loaded by July 15
- On-line PDF schedule of presentations emailed to all registered by July 20 – can sell advertising to exhibitors in the "Program book"

Potential Virtual Conference Income/Expenses

Virtual Conference Income	# Attendees	$/ Attendee	Total income
Registration fees:	460		
Professional Members	150	$200	$30,000
Professional Non Members	20	$400	$8,000
All Post Docs	40	$100	$4,000
All Students	150	$50	$7,500
Others	100	$50	$5,000
Donations			$500
Exhibition income	10	$200	$500
Advertising	5	$100	$500
Total possible income			**$56,000**

	Summary
Existing No 2020 Conference Expenses /Profit	($64,250)
Possible Virtual Conference Income	$56,000
Possible Virtual Conference Expenses	($12,950)
Revised Botany 2020 w/Virtual Event / Profit	($21,200)

Typical Conference Costs	Fixed Botany 2020 Costs	Incremental Virtual Conference Costs
Plenary Honorarium		$500
Salary	$54,000	
Website	$5,000	
Abstract Site	$500	
Bank Charges	$250	$250
Aventri	$4,500	
Virtual Platform and		$12,700
Totals	**$64,250**	**$12,950**
Grand Total	**$77,200**	

Virtual Conference Cost Breakdown
- Platform Costs - $7150
- Technical Support - $1550 Estimate
- Live Stream(s) Support Keynote and etc.....$1000 each – estimate 3

Estimate total = $12700